SALES MERCHANDISER

RJR Sales Company / May/June 1978

Planters LifeSavers: Industry giant is a marketing leader

51859 5675

Source: https://www.industrydocuments.ucsf.edu/docs/fyfn0000

MEMO

Promotions are key for RJR Sales Co.

Summer is here. For most people, this is a season for lying back and taking it easy, playing summer sports, enjoying a picnic in the park or taking a trip to the mountains or the beach.

For RJR Sales Co., summertime means all those things, and more. Summer is a season of opportunity for field sales, a time when consumers are on the move and open to change — ready to reward enterprising sales efforts with trial and conversion, and incremental volume.

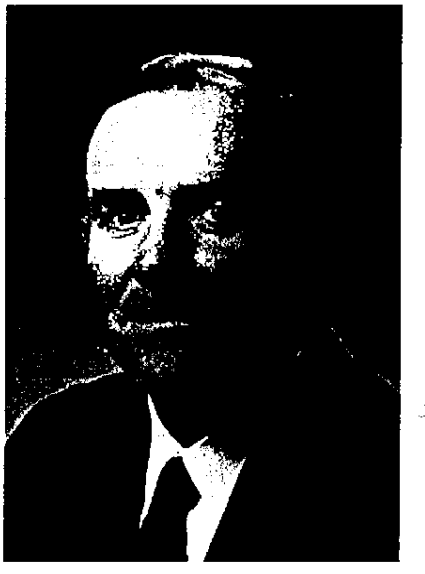
Our company has never been better prepared to create and capitalize on a summer of opportunity than this year. We are supporting our fine products with display and promotion programs that promise and get outstanding results.

The Camel 75th-birthday program continues to generate excellent response. Old Joe and his friends in the "wild pack" are appearing in ads in a variety of national publications enjoying summertime activities, and supporting coupon and premium promotions are drawing tremendous smoker interest.

The Millionaire Cash Quiz promotion has created real excitement in the marketplace. Aggressive outdoor and media advertising campaigns, backed by your enterprising in-store pack and carton display and promotion work, are producing measurable results.

Planters' "Smart Start" third-quarter event, like the Millionaire Cash Quiz, offers consumers some real buying incentives. Summer displays will feature Smart Start prizes consumers can win, such as computers and other educational aids.

Confectionery and snacks' biggest-ever seasonal program gets under way



at the end of July. Back-to-school and Halloween Haunted House promotions will fill retail displays.

Our customers understand and appreciate success, and they are accepting our displays and promotions like never before. You are getting the tools you have requested to gain trial, conversion and incremental volume, and you are capitalizing on these programs with an outstanding effort that promises to make the next few months a truly memorable summer for sales.

Congratulations on your achievements so far, and keep up the good work for a successful summer and a great 1988.

Sincerely,

Yancey W. Ford Jr.
Senior Vice President - Field Sales

ON THE COVER:

Colorful, light-hearted advertising for products that are fun to consume — like this television ad for Life Savers Fruit Juicers — is a hallmark of Planters LifeSavers Co., an industry leader with $1.3 billion in revenues and $175 million in operating earnings last year. As a free-standing company, it would rank about 266th on the *Fortune* 500 list and would be North Carolina's second most-profitable business — second only to R.J. Reynolds Tobacco Co. Planters LifeSavers joined the Reynolds Tobacco corporate family last year, moving its headquarters to Winston-Salem and joining its sales force with the Reynolds Tobacco sales force to create RJR Sales Co. Planters LifeSavers executives talk about their company in a profile that begins on page 4.

51859 5676

Source: https://www.industrydocuments.ucsf.edu/docs/fyfn0000

FMI showcases programs

Ralph Angiuoli (right), president of RJR Sales Co., and Pat Cundari, area vice president – sales in the Mid-Western sales area, talk with Dominick DiMatteo Jr., chairman of Dominick's Finer Foods, at the RJR Nabisco, Inc. booth at the Food Marketing Institute in Chicago in May. The booth was one of the largest at FMI, the world's biggest grocery trade show.

Retiree 're-oriented' at home office

Winston-Salem and Reynolds Tobacco have changed quite a bit since the last time Art Drolette visited the home office.

"It was 1951, and I was with one of the first groups to get the new sales reps' orientation," said Drolette, who joined the sales force in 1950 and retired five years ago after 33 years in the field.

"We stayed at the old Hotel Robert E. Lee (demolished years ago to make room for a Hyatt Hotel). At the time, Reynolds Tobacco was the Reynolds Building and the downtown plants," Drolette recalled.

Drolette, now 63 and living in Fresno, Calif., returned to Winston-Salem for the first time a few months ago. He toured company facilities and visited with his son, John, who is sales training manager in the home office.

During his recent visit, Drolette toured the Reynolds/Plaza complex, Whitaker Park and the Tobaccoville Manufacturing Center. "I was just thrilled to death to see everything," he said. "The computer room (in the Plaza Building) is absolutely fascinating, and I'm totally impressed with Tobaccoville — it's a truly magnificent tribute to the company.

"But everything the company ever gave us to work with was always first-class, and it's still true today," Drolette added.

Art Drolette recently visited the company's Winston-Salem facilities for the first time since his orientation in 1951.

Sales has become much more sophisticated — but is much the same, in many ways, Drolette said. "The bottom line is still, 'How much did you sell today?'"

Since retirement, Drolette has been enjoying his hobbies of Dixieland music and travel. He keeps up with the company through the pages of *Sales Merchandiser* and *Caravan*.

"I had a good time working, and it was great, being with the company. We always had good management and good people. I still enjoy being a part of RJR."

Security fixture is hit with trade

The new electronic-security carton merchandiser is a big hit with the trade, and the merchandising department has the sales figures to prove it.

After extensive nationwide testing, shipments of the fixture began around the first of the year and quickly passed the 1,000 milestone, reports Dave Wilmesher, national manager – carton merchandising. Shipments are continuing at a rate of 400 to 500 units a month, Wilmesher adds.

"Acceptance of our electronic-security system to date has been extremely favorable," Wilmesher says. "Numerous chains and independent retailers throughout the United States are utilizing the system, and they are reporting excellent results, including reduced pilferage and increased sales," Wilmesher says.

C&S promotions star in new book

The book has all the hallmarks of a best-seller. Its hundreds of pages are packed with information and colorful pictures. And it tells an exciting story, explaining how the premier consumer-products sales force in the United States will maintain and enhance its command-

(see 'Promotions,' page 14)

Janet Groseclose (center), supervisor in mail services, checks a book while Tracey Smith (left) and Janet Morgan insert pages.

51859 5677

Source: https://www.industrydocuments.ucsf.edu/docs/fyfn0000

Planters LifeSavers is a marketing leader

The company generates $1.3 billion a year in revenues, and has operating earnings in the range of $175 million. If it were a free-standing enterprise, it would rank about 266th on the *Fortune* 500 list.

When Gov. James G. Martin of North Carolina welcomed the company to his state last year, he described it as the state's second most-profitable business — second only to R.J. Reynolds Tobacco Co.

The company is a giant in its industry, with a lineup of best-selling brands that are household words to the consumer and acknowledged leaders in the trade.

The company is Planters LifeSavers Co. Planters LifeSavers joined the Reynolds Tobacco corporate family last year, moving its headquarters to Winston-Salem and combining its sales force with the Reynolds Tobacco sales force to create RJR Sales Co.

Sales Merchandiser recently talked with top executives of Planters LifeSavers, to gain some insight into the company.

Dorothy Branch inspects peanuts being processed at the Planters plant in Suffolk, Va.

"We are the acknowledged leader in confection and snacks marketing," says John P. Polychron, president and chief executive officer of Planters LifeSavers Co.

"Planters LifeSavers is unique among American food marketers in the breadth of the confection and snack product lines it offers consumers," says John P. Polychron, president and chief executive officer. "We are the acknowledged leader in confection and snacks marketing, with several brands that are tops in their categories."

Polychron sums up the company's leading brands:

- In the $1.3 billion packaged nuts category, the Planters brand is "far and away the leader," with a 40 percent share of the market, more than five times the next closest brand.

Canister snacks

- Elsewhere in the large and varied salty snacks segment, the Planters line of canister snacks represents more than $60 million a year in business. Planters Premium Select Popcorn was introduced only a year ago and has already carved out a healthy share in a fast-growing and highly competitive market.
- In the hard roll candy category, valued at $550 million, the Life Savers brand enjoys a commanding position, with 36.5 percent of the market. Its sister brand, Breath Savers Sugarless Mints, leads the sugarless mint category, with a 10.7 percent share.
- In the bubble gum and sugarless gum categories, with a combined value of $1.1 billion, the Bubble Yum brand has been the top bubble gum for a decade, with a share double that of its nearest competitor. Care*Free Sugarless Gum is second in the sugarless gum category and closing the gap on the number-one brand.
- In the $5 billion chocolate candy category, the Baby Ruth and Butterfinger brands are American traditions that enjoy steady sales growth.

Marketing Planters LifeSavers products calls for a combined sales effort aimed at the trade and the consumer, Polychron says.

"We have to reach people through candy and tobacco jobbers, with programs to get the attention of sales people and retailers. Our advantage is that we offer one-stop shopping for the trade. There's no company like ours, with as wide a range of strong brands in all segments, and that gives us unique clout at the buyer's desk.

51859 5678

Source: https://www.industrydocuments.ucsf.edu/docs/fyfn0000

PLANTERS LIFESAVERS

"We also have to continually refine the deployment of our resources for the consumer," Polychron adds. "We need to concentrate shelf space and attention on our major product lines, to increase volume and profitability."

Especially in product areas where PLS enjoys a commanding lead, the company must "grow the market" to increase business, making new-product development particularly important, Polychron notes.

"New products have to be truly new and ideally, they not only fill a niche in the market, they also grow the market." The new Fruit Juicers line of Life Savers is a good example, he says.

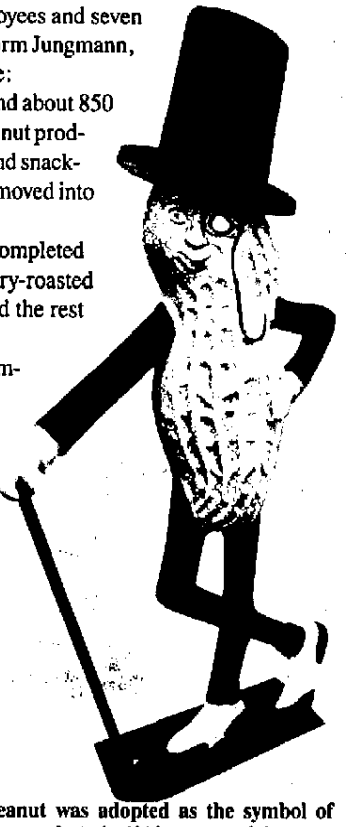
New product

"The dream of every company is to make a technological breakthrough, to create a truly new product that has never been seen before — and we're working on some right now," Polychron says.

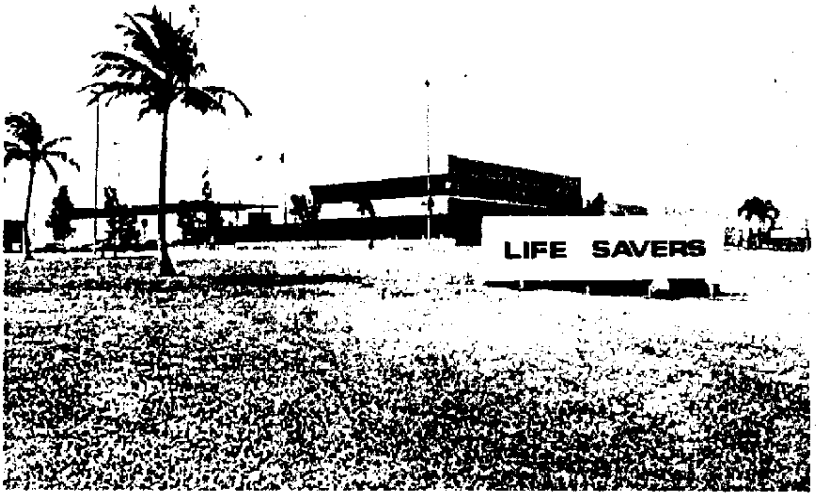
Planters LifeSavers innovations are built on a solid foundation of universally recognized, premium-quality products that have been traditions with American consumers for generations.

These flagship brands have grown into a family of products numbering more than 700 stock-keeping units, produced and marketed by a company with about 6,000 employees and seven plants totaling some 2.8 million square feet, says Norm Jungmann, vice president - operations. Plant locations include:

- Suffolk, Va., with about 1 million square feet and about 850 employees, produces all Planters canned oil-roasted nut products, single-serve honey-roasted nuts, cello baking and snacking nuts, peanut candy and peanut oil. Planters first moved into the plant in 1913.
- Fort Smith, Ark., a 300,000-square-foot plant completed in 1976. Its 370 employees produce all Planters jar dry-roasted nut products, single-serve nut bags, jar popcorn and the rest of the single-serving nut line.
- Chattanooga, Tenn., with 127,000 square feet, completed in 1975, where about 250 employees produce Planters canister snacks.
- Franklin Park, Ill., near Chicago, a 600,000-square-foot plant completed in 1966. Its 900 employees produce Baby Ruth and Butterfinger candy bars and Pearson's hard candies.
- Holland, Mich., a 400,000-square-foot plant, completed in 1967, where about 750 employees produce Life Savers candies and mints, Bubble Yum Bubble Gum and Beech-Nut stick gum.
- Las Piedras, Puerto Rico, the newest plant, completed in 1978. About 470 employees at the 240,000-square-foot plant produce Care*Free Sugarless Gum and gum base for all gum products.
- Canajoharie, N.Y., a 173,000-square-foot plant, completed in 1919, where about 450 employees produce Breath Savers mints, Sugarless Bubble Yum, Beechies gum and Bonkers! chewy candy.



Mr. Peanut was adopted as the symbol of Planters products in 1916, as part of the company's strategy of strong brand identification.



The plant in Las Piedras, Puerto Rico, completed in 1978, is the company's newest manufacturing facility. The plant produces Care*Free Sugarless Gum and gum base.

Equipment at the plants is state-of-the-art, and the partnership with Reynolds Tobacco is expected to pay substantial dividends in plant and process improvements, Jungmann says.

"We're working on a number of opportunities for increasing productivity. When you're the market leader, you don't want to play catch-up in products or production processes," Jungmann says. "You have to take the lead to stay competitive."

High-speed processing, precision process control, quality assurance and packaging are all areas in which natural synergies with Reynolds Tobacco will benefit Planters LifeSavers, Jungmann says. "We're getting great support for

(see 'PLS,' page 14)

51859 5679

Source: https://www.industrydocuments.ucsf.edu/docs/fyfn0000

Service to field sales is planning goal

First, you plan your work.

Then, you work your plan.

Putting this practical planning formula to work for RJR Sales Co. are two newly appointed staff vice presidents: David C. Hunt, staff vice president – sales planning, tobacco products; and George W. Smith, staff vice president – sales planning, confectionery and snacks/Planters products.

A primary objective of planning is service to the field — creating and delivering sales programs that work in today's highly competitive marketplace, Hunt and Smith agree.

"I manage the tobacco planning department, which is primarily a conduit between marketing, promotion and field sales," Hunt says. "Our primary responsibility is the establishment, coordination and communication of diversified quarterly work plans.

"When developing the work plans, we rely very heavily on current information from field management and from past experience. Our perspective is based on years of experience in the sales department.

"One of our key responsibilities is to bring to the whole company's planning process a clear perspective on what will and will not work in the field."

"An important part of my job is to be a liaison between the field and all the other corporate disciplines," Smith says. "We all try to give the people in the field what they need to reach their objectives.

"The secret is being able to work with everybody at the home office, and keep a finger on the pulse of the sales rep. That's how you find out what works and what doesn't."

Hunt joined Reynolds Tobacco as a sales representative in the Sacramento, Calif., division in 1963. A native of Sacramento who attended Sacramento City College, Hunt says he was naturally attracted to the company when he decided to pursue a sales career.

"We develop regionalized quarterly work plans, organized and planned to maximize every opportunity to build consumer trial and volume," says David C. Hunt.

"We had a friend who was the RJR division manager in Sacramento," he says. "He had always said he wanted me to go to work for him.

"I enjoy working with people, especially the interaction when selling a product, promotion or an idea," Hunt says. "It provides a real feeling of satisfaction, when you look back on your accomplishments at the end of the day."

Annual plan

Hunt says his chief task is to develop an annual sales plan, coordinate that plan with the overall company plan and create and communicate strategies that will accomplish the plan objectives.

"The sales plan impacts the company's whole strategic thrust," Hunt explains. "We probably interact with more company departments — marketing, promotion, traffic, production, legal, tax — than any other department.

"An important part of our job is managing the variations in brand emphasis and the promotion differences by marketing area," Hunt continues. "We develop regionalized quarterly work plans which vary considerably from one marketing area to another. These work plans, which also include new-product introductions, are organized and planned to maximize every opportunity to build consumer trial and volume."

Careful planning, based on experience, knowledge of the trade and a realistic outlook, gives RJR Sales Co. an important competitive advantage, Hunt says.

"We have been successful with our direct and retail customer programs because we have an advantage over our competition: We have a better grasp of what will be effective," he explains. "We are known throughout the industry as innovators, and our competitors are known as followers.

"We study our direct and retail customers more, and we know them better. The keys are experience and constant monitoring of what's going on. We don't just provide sales programs; we evaluate them and we revise and update them, as needed, to make them more effective."

For the future, Hunt looks forward to working closely with tobacco and Planters LifeSavers sales people, in an increasingly competitive market.

"The retail market is changing and competitive activity has become increas-

51859 5680

Source: https://www.industrydocuments.ucsf.edu/docs/fyfn0000

ingly intense. We're going to need to be more creative and more responsive to this changing environment," Hunt says.

"This will require providing new and diverse programs for implementation by the top sales and distribution team in the marketplace. The future is going to be a lot more challenging, but there's going to be more opportunity than ever before, too."

Smith joined Life Savers Co. as a sales representative in the New Jersey division in 1966. After serving in the U.S. Marine Corps for three years, he returned to Life Savers Co., and was promoted to district sales manager in Detroit in 1972.

A native of New Jersey, Smith attended Rutgers University, the University of Hawaii and Oakland College in Michigan. He was promoted to national sales training manager in 1976, and later was division manager in the Chicago and Detroit divisions.

Smith was promoted to regional manager in the Northeast region in 1983, and in 1985 was promoted to director of sales operations in the confectionery division of Nabisco Brands. He was director — sales planning, confectionery and snacks/ Planters before his most recent promotion.

Likes people

Like Hunt, Smith says a liking for people and a desire for a sense of accomplishment were what attracted him to sales.

"I have always gotten along well with people, and I enjoy working with people," Smith says. "I also like the satisfaction of seeing a project through from start to completion."

Smith says he joined Life Savers Co. "because I wanted to sell something tangible, something fun to sell. Candy is a less rigid, more versatile area for sales, and Life Savers was a good company to get involved with. I have especially enjoyed working with new products, from inception to success."

Smith says one of the functions of sales planning is "to improve on our current programs and systems, without reinventing the wheel." Service to the field means capitalizing on what works, as well as creating new programs, he explains.

"We strive to ensure that everything we do at the home office is focused on the basic objectives of the field, and that nothing in any program hinders the field in any way," Smith says. "We put everybody's tunnel vision into the big picture."

Planning identifies through careful market studies "what numbers are attainable by the field, and then we try to see that every brand gets the proper support," Smith says. "We align forecasts with actual sales data to ensure that product is produced in the right quantities at the right times, and that special packages and other materials are available for promotions involving some 700 Planters and confectionery and snack items.

"We supply the field all the details of the promotions and all the materials they need to carry them out, such as point-of-sale pieces."

Close communication with the field is vital, Smith says.

"The planning staff spends a lot of time in the field with sales reps and managers to determine what their needs are, so we can come back and meet those needs," he explains. "Most of the staff has extensive experience in the field, so we can understand better what their needs are."

Planning also has to be flexible, to respond to rapidly changing competitive activity and market conditions, Smith adds.

"Sometimes we manage as much by change as by objectives," he says. "If the industry or the competition comes up with something, we may have to respond quickly. As the only company with lines in all categories of confections and snacks, we have a very broad base, and a lot more competitive activity to deal with."

The new partnership of Planters LifeSavers and Reynolds Tobacco broadens and strengthens that trade base even further, creating new challeges and opportunities for the planning function, Smith says.

"The combination is working very well, so far. With the move to Winston-Salem, we have been welcomed as one of the family.

"Everything so far has been very positive," Smith says. "It's a good marriage, and we're happy to be here."

"We strive to ensure that everything we do at the home office is focused on the basic objectives of the field," says George W. Smith.

51859 5681

Source: https://www.industrydocuments.ucsf.edu/docs/fyfn0000

Retired sales reps share Camel memories

Editor's Note: As part of our year-long celebration of Camel's 75th birthday, Sales Merchandiser *invited all active and retired Reynolds Tobacco sales employees to share their recollections about the Camel brand. Here are some of your responses, and we will reprint others in future editions. Remember, just send a brief summmary of your Camel memories, including any old photos you may have (they will be returned) to: Sales Merchandiser, R.J. Reynolds Tobacco USA, Reynolds Building, 17th Floor, Winston-Salem, N.C. 27102.*

Dear *Sales Merchandiser*:

When I joined the Reynolds Tobacco Co. sales force in the Providence, R.I., division on Aug. 7, 1948, I had to wait for a company sedan delivery automobile for approximately 12 weeks. Camel was the only cigarette brand that RJR had until Cavalier came along one year later.

While I was waiting for my company car, Mr. Rodenbush, my division manager, had me sampling Camel complimentary 4s in downtown Providence and surrounding areas. For the next three months I passed out Camel 4s in every office building, factory building, store and restaurant.

Having no vehicle of my own at the time, I had to take a bus from Pawtucket, R.I., where I lived, to Providence daily. Every day, rain or shine, I was at my wholesaler, Costello Brothers, in Providence at 8 a.m., and I worked on foot until 5 p.m.

After walking to downtown Providence to start sampling, and returning to my jobber four or five times per day to refill my cabin bags, I must have walked more miles with a cabin bag of Camel than any other RJR salesman.

I had been driving and walking with Camel for a total of 36 years when I retired Oct. 1, 1984.

Working as an R.J. Reynolds salesman back in those days was considered an excellent and prestigious job. Driving your sales vehicle with the Camel and Prince Albert decals on both side doors and panels, you had to be a very courteous driver because you were known as "the Camel man," and were always in the public eye. After all, if I cut off a good Camel smoker while driving, he would probably switch to Lucky Strike or Chesterfield (chuckle).

I also remember the 1954 hurricane which caused considerable damage and flooding in the Woonsocket, R.I., area, which was under martial law and completely closed off to the public and all outsiders. My division manager sent me there for three days to distribute Camel 4s to every rescue worker, fireman, policeman, National Guard personnel, Red Cross workers and the public.

Due to flooding, trees down and debris, once again I was back to walking miles, passing out Camel 4s. I received much appreciation and thanks for my Camel 4s and I am sure we gained many new Camel smokers.

"Believe this or not," I believe that I was destined to be a Camel salesman. I have a Camel ash tray dating back over 61 years, two by three inches, with the logo from a pack of Camels on it. My grandmother and mother claimed I used it to cut my teeth on.

Kenneth C. Newberg
Little Compton, R.I.

Dear *Sales Merchandiser*:

Here I am, writing about what happened 75 years ago, when Camels first came on the market. I was a youth in Hendersonville, N.C., at the time. I went to the barbershop one day and noticed a sales pieces on several business windows: "The Camels are Coming." I didn't know at that time what the signs meant or that they would be a part of my life.

"The Camels are coming" ads heralded the introduction of the Camel brand in 1913.

I worked for Reynolds Tobacco for 38 years in Birmingham, Ala.; Tupelo, Miss.; and Mobile, Ala. I have been retired for 28 years and am 91 years old.

I spend six days a week in my woodworking shop, making furniture for the Alabama Sheriff's Boys and Girls Ranches. That shop has kept me alert and busy, all these years.

RJR has been very, very good to me, with the checks coming in every month and also good dividends. My wife especially enjoys the *Guideposts* magazine which Reynolds furnishes.

Keep up the good work.

G.M. Ilsom
Birmingham, Ala.

51859 5682

Source: https://www.industrydocuments.ucsf.edu/docs/fyfn0000

CAMEL 75

Dear *Sales Merchandiser*:

Camels were selling for $1.20 per carton or two packages for 25 cents in major outlets in my assignment. It was April 1933, and I had just joined the RJR field sales force as a new salesman.

A newcomer could readily see that Camels were a tremendous favorite with smokers in all walks of life. Comparatively few women were smokers, but their number was increasing and Camels were acquiring many loyal customers among them.

The assistant division manager who was given the responsibility for my training advised that the way to sell was to use your own unique method, relying upon whatever good personality and ingenuity you could portray.

It was his opinion that the company required us to sell on our own without telling us how. I suspect that this is almost a complete revolution from present-day methods, as now, modern training plans and many sales aids are made available.

During the Depression, Camels had as competition at least 10 other cigarette brands, plus a number of brands of cigarette-type smoking tobacco. Some of these smoking brands cost consumers as little as six packages for 25 cents.

Camel went to war with American servicemen worldwide during World War II, but back home, Camels became scarce.

Also, in tobacco-growing areas, many smokers used home-grown, raw, unmanufactured tobacco, often referred to as "Hoover dust." It was crushed up and smoked in both cigarettes and pipes. Often it was rolled in torn strips of newspaper or strips of brown paper bags or smoked in homemade pipes.

Scores of consumers reported that for reasons of economy they were forced to roll their own cigarettes for use during the work week, but that come weekend they would buy and smoke Camels. It seemed to give them satisfaction and a feeling of luxury that they could smoke Camels and have them in their pockets on weekends, special occasions and when they were attending church or visiting friends and relatives. In fact, Camel was often referred to almost affectionately as "my Sunday smoke."

Amazingly, Camels continued to expand their base, grow in sales and increase in prestige and preference with consumers. Camel's choice quality, which was always maintained, was a chief contributing factor.

World War II came along and soon not too many able-bodied men were left at home to grow tobacco and produce cigarettes. You can easily understand that Camels became scarce, here at home.

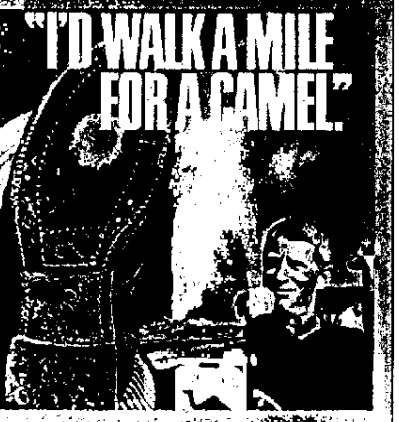
The few members of the sales force left always received a weekly allowance of Camels to sell from our vehicles. At one point, this was down to 100 cartons per week. We would sell all our outlets a couple of cartons until we ran out. Buyers usually hid them and rationed them out sparingly to their best customers. They were called "stoop cigarettes," as clerks stooped to hunt them from under counters where they were usually hidden.

If Camel cigarettes could talk, the interesting stories they could tell would be endless and amazing. The places they have been would be everywhere. One division manager I knew requested that a package be placed in his coat pocket before he was buried. This was done.

Enemies of smoking have increased in number, but Camels have always had their share of adversity. They have weathered many threatening storms in their 75-year history. They have never had it easy for long.

With the excellent backing that they are receiving now and with their super quality maintained, I believe with great conviction that Camels will continue to be a favorite with many, many consumers far into the future.

Stanley R. Blair
Bristol, Va.



One "I'd walk a mile" promotion featured footprints with simulated "holes," leading to Camel displays in stores.

Dear *Sales Merchandiser*:

One of many Camel promotions was the footprint.

We'd clear a path from store front to sales counter. Then we'd peel the adhesive backing from the footprints and make a path to that popular pack of Camel.

The printing on the footprints stated, "I'd walk a mile for a Camel." Of course, there were simulated "holes" in the footprints.

W.H. Tucker
Monroe, La.

51859 5683

Source: https://www.industrydocuments.ucsf.edu/docs/fyfn0000

West Cleveland Top Guns in sales

The competition doesn't have to go to the movies to find out who the "Top Guns" are in the West Cleveland division. In every distribution dogfight or sales shootout in Division Manager **Dave Qualkinbush's** territory, the competitive cowboy bites the dust.

Area Sales Representative **Doug Moody** scored direct hits at the U.S. Coast Guard commissaries in Buffalo, N.Y., and Mansfield, Ohio. Moody replaced Philip Morris carton and package fixtures and prominence and impact pieces with RJR units at the Buffalo store, and gained exclusive placement of RJR merchandisers and prominence and impact pieces at the Mansfield commissary.

Meanwhile, Area Sales Representative **Patricia M. Nevins** kept the competition grounded by ordering in more than 500 cases of additional product for promotions. Nevins also was the division's leading "ace" in Flex placements.

A dogfight at the Avon Lake, Ohio, IGA ended in victory for Area Sales Representative **Tom Romah**, who sold store management on converting from gondolas to in-line Flex, beating out Philip Morris. Romah also sold additional Flex units as savings centers, replacing competitive fixtures.

Area Sales Representative **Bob Stredney** downed three PM store sets with one shot when he sold Burches Shell on RJR overheads, permanent counter displays and savings centers, replacing Philip Morris fixtures at all three locations.

The division's newest sharpshooters performed like veterans, scoring numerous victories with the aid of experienced wingmen **Bob Dobrowolski**, training and development manager; Special Resources Manager **Ihor Miskewycz** and Special Accounts Manager **Lori MacWilliams.**

With a barrage of RJR Overhead III, Sales Representative **Jimmie Avery** earned "ace" status by downing 21 Philip Morris overhead fixtures during 1987.

Sales Representative **Lori Bohmer** racked up a perfect score with 100 percent cash register position placements of permanent counter displays.

Sales Representative **Shelly Trhlin** soared like an eagle at Sav-Mor Eagle Market, with exclusive placement of RJR Flex, Savings Centers, checklane displays, point-of-sale materials and prominence and impact pieces. Trhlin also sold Rockside Shell on Overhead III, downing a Philip Morris overhead unit.

Teaming up with MacWilliams, Sales Representative **Mark Kurdzel** placed a Flex end cap and a Savings Center at Hawkins Market, downing a Philip Morris fixture. Kurdzel also shot down three Philip Morris overheads, placing Overhead III at E-Z Shop, Spencer Market and Stop-n-Go.

Sales Representative **Ron Ridenour**, working with Dobrowolski, blitzed the competition at Shaker IGA, replacing a PM carton rack and two competitive savings centers with RJR Flex, Savings Centers and spinner racks.

Birthday boosts Planters volume

Birthdays are a time for snacks. And when a store celebrates a birthday, a successful seller sees an opportunity to get a "present" for Planters — incremental volume.

J.A. Franklin, key accounts manager in the Planters New York division, recently sang "Happy Birthday" to Ames Stores, to the tune of an 8,500-case order for the annual Ames birthday sale. Snacks served up by Franklin for the birthday party included 2,500 cases of Planters Premium Select Popcorn, 2,200 cases of 401 Snacks and 1,200 cases of 16-ounce Dry-Roasted Peanuts.

Ollie's Supermarket in Monroeville, Ala., was sold on a 1,000-carton display by Sales Representative Mark Gross.

'Hurricane Mark' blasts competition

"Hurricane Mark" hit the Gulf Coast recently, blowing away the competition and bringing a flood of new business for RJR brands.

'Way down home in Alabama, Sales Representative **Mark J. Gross** of the Mobile, Ala., division has turned the Diamond Oil gas and convenience chain into a real merchandising jewel for RJR — and replacing the competition is one of the brightest facets of his achievement.

Gross secured placement of RJR Overhead III fixtures throughout the 12-store Diamond Oil chain, replacing Philip Morris overhead units. For good measure, he captured the chain's savings-segment business with distribution of all styles of Doral in exclusive counter display placements.

Gross also sold up a storm of RJR product in a key independent account in Monroeville, Ala., placing a 1,000-carton display in Ollie's Supermarket. The display was supported by $2-off coupons and placement of prominence and impact pieces in the store.

51859 5684

Source: https://www.industrydocuments.ucsf.edu/docs/fyfn0000

RJR Sales team effort captures dynamic position in Caldor Stores

An outstanding RJR Sales team effort, from Hartford, Conn., to the home office, has captured a dynamic position for RJR brands in Caldor Stores, a major discount chain with 117 stores in nine Northeast states, reports **D.J. Lawson III**, chain accounts manager in the Hartford chain division.

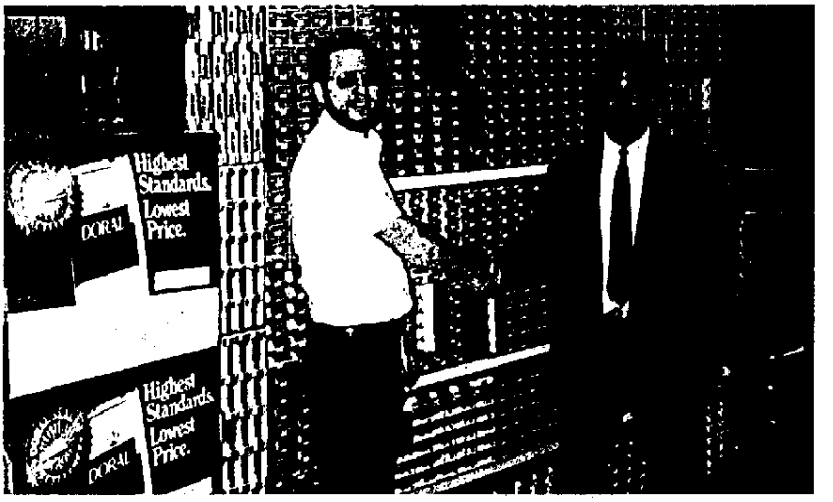
Before the RJR Sales team went to work, Caldor merchandised cartons on 8-foot, five-shelf gondolas. RJR brands occupied 17 rows, or 13 percent of the available space. Only 17 RJR brand styles were stocked by the chain.

With the installation of a special 3-foot-by-4-foot "Caldor Flex" system, each store set has a total of 130 rows, with RJR brands occupying the top two shelves, or 52 rows, on both sides of the fixture. This represents 40 percent of the available space.

Caldor also has authorized sale of 39 RJR brand styles, including all seven styles of Doral.

For package merchandising, a special 3-foot, spring-loaded fixture has nine drawers, for a total of 122 rows. RJR occupies the top three drawers.

The entire Caldor project from beginning to completion was a team effort, Lawson says. "With the assistance of the North Atlantic sales area staff, the home-office merchandising department and division management and sales people, RJR's distribution and sales will show a sizable increase."



Sales Representative Mark Donnelly (right) sold the manager at Big R in Greeley, Colo., on a 1,500-carton display of Winston, Salem, Camel, Vantage, NOW and More.

Donnelly moves mountain of product

Sales Representative **Mark Donnelly** of the North Denver division recently stacked up a Rocky Mountain of product at the Big R store in Greeley, Colo.

Donnelly's 1,500-carton display included Winston, Salem, Camel, Vantage, NOW and More, with $2-off coupons to keep sales moving at a Rocky Mountain high-speed pace. Donnelly also placed a 90-carton display of Doral, with new "Seal of Excellence" point-of-sale materials promoting the brand's "Highest Standards" and "Lowest Price."

Newark International Airport newsstand displays RJR impact pieces exclusively.

Airport newsstand displays materials

Sales Representative Robert Insull of the Newark, N.J., division is flying high with placement of prominence and impact pieces at the Newark International Airport.

Insull recently filled the two front windows of the only newsstand in the airport's North Terminal with RJR materials, including a Winston clock, Winston facsmile packs, Winston and Salem advertising displays and Doral and Camel advertising.

Southern California is Planters country

Southern California is becoming "Planters Country," thanks to the successful selling efforts of **Bruce Litke**, key accounts manager in the Planters Los Angeles division.

Litke recently sold 3,500 cases of products to Fedco's Southern California stores. Litke reports that Fedco is beginning to phase out the competitive Fisher and Casey lines to implement Planters merchandising in the stores.

Litke also recently confirmed orders for a total of 2,142 cases of Dry-Roasted Bonus Pack for Thrifty Drug in the Southern California area.

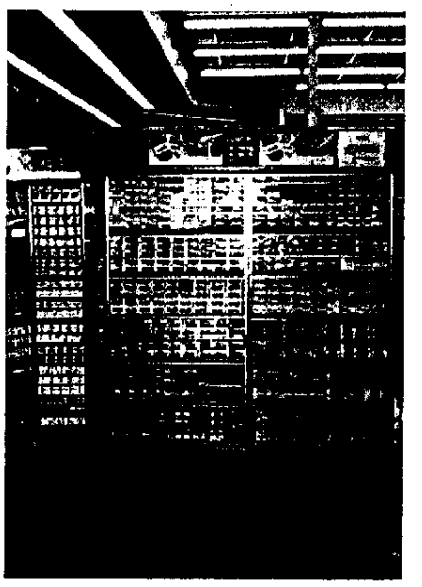
51859 5685

Source: https://www.industrydocuments.ucsf.edu/docs/fyfn0000

Persistence wins Big Bear order

Since 1980, RJR sales managers from the Columbus division and the Cincinnati chain and region offices have made numerous presentations, trying to sell Big Bear on the RJR package merchandising program. Persistence finally won the day for Cincinnati Regional Manager **L.T. Poole**, Cincinnati Chain Accounts Manager **R.L. Amazon** and Columbus Division Manager **N.W. McCleary**.

The successful RJR Sales team secured placement of 56 RJR package units, replacing 54 B&W package fixtures in Big Bear, a major grocery chain in the Columbus area. The new merchandisers boost RJR product display in the chain by 280 rows.



Big Bear grocery chain in the Columbus, Ohio, area accepted RJR merchandising.

Snacks stocked for grand opening

One of the keys to sales success is skill in working with key accounts where extra effort can "unlock" significant volume opportunities for the company's products. Just ask Eileen Karnick-Pohlman, sales representative in the Planters Los Angeles division.

Karnick-Pohlman recognized a golden sales opportunity in the recent acquisition of Washington Wholesale by Yellow Front stores. She succeeded in booking a grand-opening program that produced orders totaling more than 4,000 cases, including 1,676 cases of Dry-Roasted Peanuts, 1,300 cases of 401 Snacks, 736 cases of Honey-Roasted/Dry-Roasted Bonus Pack and 320 cases of Honey-Roasted Peanuts Bonus Pack.

Area Sales Representative Harvey Franklin placed a 3,600-carton mass display featuring the whole RJR brand team at New Mission Liquor in San Francisco.

Franklin runs up record sales

As a member of the world-record-holding Masters mile relay team, Area Sales Representative **Harvey Franklin** of the San Francisco division knows how to run up sales in world-record time. Franklin recently sprinted into a leading sales position at New Mission Liquor in San Francisco with a 3,600-carton mass display featuring the whole winning RJR brand team: Winston, Salem, Camel, Vantage, NOW and More. Placement of $2-off coupons assured a strong finishing "kick" for faster sales from the display.

Planters nuts first-class fare for airliners

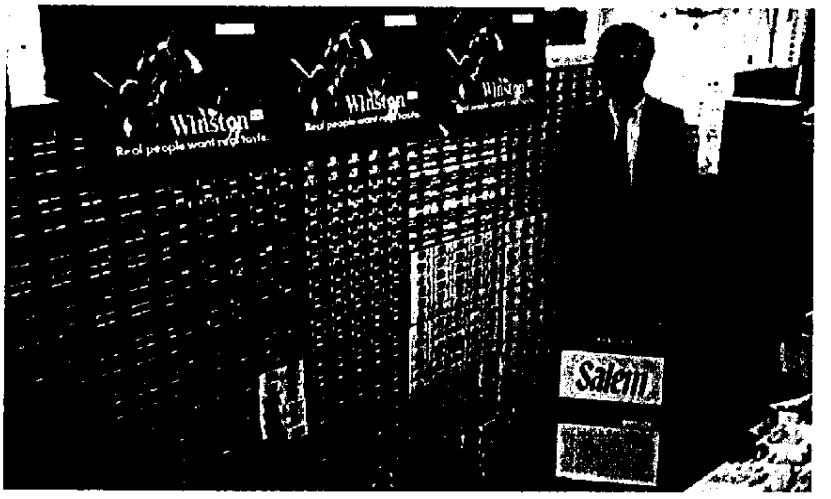
Planters products are flying high with Pan American Airlines because of the first-class selling skills of **Frances Masterman**, sales representative in the Planters Los Angeles division.

Masterman sold Sky Chef Distributors, which provides food services for Pan American, on supplying the airline with Planters Mixed Nuts to serve to first-class passengers. Six 100-case orders have been shipped so far.

Back on the ground, Masterman sold two Osco Stores locations a total of 142 cases of product to support an advertising promotion and sold 10 cases of Planters Premium Select Microwave Popcorn for display at Hill Drug.

51859 5686

Source: https://www.industrydocuments.ucsf.edu/docs/fyfn0000



Mass displays with $2-off coupons to assure product movement are a key element in Area Sales Representative James O. Faulkner's sales strategy for stores in Cambridge, Md.

Rep scores with mass displays

Area Sales Representative **James O. Faulkner** of the Annapolis, Md., division recently scored a number of impressive sales successes in placing mass displays in stores in his assignment around Cambridge, Md.

One chain in Faulkner's assignment is a "True Blue" RJR Sales stronghold — literally. Faulkner placed an 18-case mass display at one True Blue Market, and a 15-case mass display at another True Blue location.

Faulkner also placed seven displays totaling 630 cartons at Super Fresh in Cambridge, and placed a 10-case mass display at the Super Soda store. Faulkner assured rapid product movement from all displays by placing $2-off coupons.

Fixtures placed after 19 years

"Persistence" has a new definition that is not found in Webster's Dictionary. In the RJR Sales Co. book, "persistence" may be defined as, "Area Sales Representative **K.E. Smith** of the Indianapolis division." Smith recently sold a store in his assignment on the RJR merchandising program after what may be the longest series of presentations in history — 19 years.

For the past 19 years, Smith has been calling on Monty's Store in Avon, Ind., selling cigarettes and presenting the RJR merchandising program.

And for the past 19 years, the owner of this store, which averages sales of 540 cartons per week, has refused all tobacco company merchandising programs, preferring to use his own hand-made wooden carton and package racks.

But on a recent routine call, Smith overheard the store owner make a remark about other retailers participating in cigarette merchandising programs. Smith immediately seized the opportunity to make yet another presentation on RJR merchandising.

At last, Smith's persistence paid off. He placed a Flex end-cap carton fixture with a lighted canopy and three-sided light oak package merchandisers at the checkouts, crowning 19 years of determination with an up-to-date store set for the retailer and a dynamic presence for RJR in the store.

Advertising boosts nut, popcorn sales

Advertising and sales go hand in hand, and the successful seller knows how to capitalize on advertising campaigns to maximize product orders. **Marianne Baty**, key accounts manager in the Planters Seattle division, has been using that sales success strategy to book some substantial orders in her assignment recently.

Pay-n-Save Drug of Seattle has purchased a total of 2,260 cases of Dry-Roasted Bonus Pack and 968 cases of Honey-Roasted/Dry Roasted Bonus Pack for a June advertising campaign. This sale marks the first time the chain has featured Honey-Roasted/Dry-Roasted with the regular Dry-Roasted Peanuts.

Pay-n-Save of Seattle also ordered 2,000 cases of Planters Premium Select Microwave Popcorn, to support a chain advertising campaign in May. This was the first Planters Popcorn advertisement secured with the chain.

Baty also sold Bi-Mart Drug in Eugene, Ore., 3,000 cases of Dry-Roasted Bonus Pack for a June coupon book promotion.

Display sold out by 'Doctor V'

Tenacity and dedication have earned Area Sales Representative **J.P. Bechtel** a new nickname around the Toledo, Ohio, division: Just call him "Doctor V" — and the "V" stands for "volume."

Bechtel's prescription for sales success during a recent promotion included placing an 840-carton mass display at Bud's Deep Discount in Oregon, Ohio. To give the competition a real headache, Bechtel placed $2-off coupons and the store, which averages sales of about 1,000 cartons a week, sold out the entire display in only 10 days.

51859 5687

Source: https://www.industrydocuments.ucsf.edu/docs/fyfn0000

PLS is leader

(continued from page 5)

making things happen."

Marketing and merchandising are other key areas where the new partnership is returning significant dividends, says Tom Muller, vice president – marketing.

"Even in our strongest segments, like nuts, we need to learn a lot more about who is buying, and why. We need to research what will drive our business forward, and act on what we learn.

"We're looking to what consumers want five to 10 years out," Muller says. "New products and line extensions are essential. Our challenge is to build the nut business because we *are* the nut business. If people eat more nuts, they will eat more Planters.

"Merchandising is also critical — it's really a life-and-death issue. We're fighting with the competition to get onto the rack. Just pushing product into the warehouse won't work; we've got to pull product through retail to the consumer.

"This is where the association with RJR will really help," Muller says. "Merchandising is a major synergy. Together, we have the clout and the expertise to put together some great programs," he adds.

Planters LifeSavers is essentially a TV advertiser, Muller says. "But we're looking forward to tapping into RJR's expertise in a lot of other areas, such as non-electronic media, marketing research, sponsorships and merchandising. We're already beginning to link up in lots of ways."

"We are a new company, and we're still developing our identity and our personality," Polychron says. "We've got a dynamic marketing team that can take the best from both companies and put it together.

"Our jobs now are to strengthen our core brands so we can develop them in the future, to strengthen our marketing to the consumer and to develop line extensions and new products to grow our categories and create new categories for growth.

"It's fun," Polychron adds. "We deal with high-interest products that consumers pick because they want to reward themselves with something fun to eat.

"That's why when people want a snack, they pick a Baby Ruth instead of broccoli. It's fun and exciting . . . it puts a smile on your face."

The partnership with Reynolds Tobacco will pay off in plant and process improvements for Planters LifeSavers, says Norm Jungmann.

"Just pushing product into the warehouse won't work; we've got to pull product through retail to the consumer," says Tom Muller.

Promotions book

(continued from page 3)

ing position in the confectionery and snacks marketplace.

The book is *Confections & Snacks Promotion Opportunities 1988 Second Half Programs*, by RJR Sales Co. Completed and distributed last month, it is already a hit with its nationwide audience of readers: confectionery and snacks sales managers and their customers.

"This is the first time we've ever put together a book with our full six-month program of promotions," says Joe Sireno, national manager – promotion, confectionery and snacks/Planters products.

About 1,000 copies of the book were assembled in Reynolds Tobacco's mail services department and sent to all confectionery and snacks field sales and home-office management. The book will help coordinate the efforts of field and home-office managers and provide a useful tool for field managers in dealing with their customers, Sireno says.

51859 5688

Source: https://www.industrydocuments.ucsf.edu/docs/fyfn0000

PROMOTIONS & APPOINTMENTS

Joseph M. Lanterna has been promoted to group manager – sales training and development in the home office.

Lanterna joined the company in 1972 as a sales representative in the Baltimore division, where he was promoted to area sales representative the following year. He was promoted to assistant division manager in the West Detroit division in 1976, to division manager in the Lansing, Mich., division in 1980, to budget and planning manager in the Pacific/Mountain sales area in 1983 and to sales training and development and vending/military manager in that area later that year. He was promoted to sales personnel development manager in the home office earlier this year.

Thomas W. Trader has been promoted to national manager – trade relations in the home office.

Trader joined the company in 1973 as a sales representative in the Richmond, Va., division, where he was promoted to area sales representative the following year. He was promoted to assistant division manager in the Alexandria, Va., division in 1977 and to division manager in the Knoxville, Tenn., division in 1979. Trader was promoted to chain accounts manager in the Orlando, Fla., chain division in 1981 and to sales training and development and vending/military manager in the South Atlantic sales area in 1985.

J.D. Gray has been promoted to division manager in the eastern North Carolina division. Gray was special accounts manager in the Birmingham, Ala., division.

Donald E. Youngren has been promoted to national manager – merchandising development in the home office.

Youngren joined the company in 1970 as a sales representative in the Bristol, Va., division, where he was promoted to area sales representative the following year. He was promoted to assistant division manager in the West Palm Beach, Fla., division in 1978 and to division manager in the Dallas division in 1980. Youngren was promoted to merchandising manager in the home office in 1982. He was named sales merchandising manager in the South Atlantic sales area in 1984 and budget and planning manager in that area in 1987.

F. Carroll Wheedleton Jr. has been promoted to regional sales manager – military, East Coast.

Wheedleton joined the company in 1965 as a sales representative in the Richmond, Va., division, and was promoted to area sales representative in the Washington, D.C., division in 1969. He was promoted to military/institutional manager – field in 1971 and to special accounts manager in the Alexandria, Va., division in 1986.

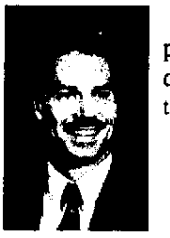
H.D. Williams has been promoted to division manager in the Dallas division. Williams was special accounts manager in the Tulsa, Okla., division.

M.A. Zinn has been promoted to division manager in the Wichita, Kan., division. Zinn was training and development manager in the St. Paul, Minn., division.

C.L. Bryant II has been promoted to training and development manager in the Nashville, Tenn., division.

M.K. Gordon has been promoted to special accounts manager in the Wichita, Kan., division.

Michael Hutchinson has been promoted to special accounts manager in the Winston-Salem, N.C., division.



Jeff S. Jensen has been promoted to training and development manager in the Buffalo, N.Y., division.

Paul W. Johnson has been appointed training and development manager in the East Houston division.

P.E. Sims has beer promoted to assistant division manager in the Oklahoma City division.

51859 5689

Source: https://www.industrydocuments.ucsf.edu/docs/fyfn0000

The college graduation. When your son's big day finally arrives, you forget about the times you wondered if he'd pass Organic Chemistry. And the late nights you spent figuring out how you'd pay for his education! Well, your diligence paid off. Four years in a row you earned bonus checks that helped pay his tuition. Our congratulations to you both for a job well done.

© RJR SALES COMPANY

SALES MERCHANDISER

May-June 1988

Published for employees of RJR Sales Company

Group Manager
Sales Communications ..... John Olenick

Editor ..... Alan Willis

SALES MERCHANDISER offices are located in the Reynolds Building, 17th Floor, Winston-Salem, NC 27102. Telephone (919) 741-6713.

[illegible]

BULK RATE
U.S. POSTAGE
PAID
RJR

51859 5690

Source: https://www.industrydocuments.ucsf.edu/docs/fyfn0000